

Communications Plan

Columbia State of the River Report for Toxics

Objective

Educate and engage the public about the Columbia River Basin toxics problem, current work efforts, and the need for increased action to correct the problem.

Messages

- The River Basin is polluted with toxic contaminants threatening the health and livelihood of people, fish and wildlife.
- Federal, State, Tribal, and non-profit organizations are working together to better define the problem (through sampling and monitoring), and actively reduce toxics by cleaning up the River Basin.
- *(Detailed Talking Points attached)*

Timeline

- **September:** Workgroup meets to draft Action Agenda and work plan.
- **Early/Mid-October:** Contact targeted stakeholders via telephone and email (letters to Tribes) to invite review and comment on draft report. Press release to all WA/OR/ID media.
- **Mid-October – November:** Public draft SORR available for public review. Report posted on Columbia River webpage.
- **Late December:** EPA publishes final SORR and draft Action Agenda for public review.
- **January 2009:** EPA publishes draft Action Agenda for public review.
- **January – March:** EPA and Working Group partners present SORR and draft Action Agenda to public and stakeholders in a series of open house events throughout the Basin beginning in January (Portland, Spokane, Boise...). EPA and workgroup members/partners utilize an interagency communications plan *(to be developed with Working Group)*.
- **April – May:** EPA and Working Group review and incorporate public/stakeholder input into draft Action Agenda.
- **May – June:** EPA publishes final Columbia River Basin Action Agenda and Work Plan.

Activities

Draft Report public and stakeholder review (Oct-Nov)

- October: Make initial contact with targeted stakeholders on pending draft SORR release.
- Send Email invitations and make phone calls to targeted stakeholders, inviting their review and comment on the draft SORR.
- Press release to R10 media announcing public availability of draft SORR on webpage (draft report posted on web for 21-day comment period).

Final SORR and draft Action Agenda public launch (Dec-Jan)

- Coordinate inter-agency (Working Group partners) communications plan.
- Distribute press release, fact sheets, posters & briefing materials to all R10 media, Working Group and stakeholders.
- Schedule individual reporter briefings, workshops and editorial boards. Meet & brief Associated Press “Bureau Chiefs” in Seattle, Spokane, Portland, Boise.
- Market EPA Columbia River website through other groups and media outlets.
- Promote Columbia River coverage in local/regional environmental & recreational blogs

Continuing Outreach (Feb-June)

- Brief Congressional Delegation and District staff, Governors, Mayors, County Commissioners.
- Host public open house events in Basin, including Portland, Spokane, Boise.
- Solicit presentation opportunities/invitations from farm groups, industry groups, business & civic groups, community groups, environmental groups, sportsmen’s groups, Chambers of Commerce, schools, etc.
- Formal (?) consultation with Tribes, followed by presentations to Tribal Chairs, Tribal Councils & Tribal Business Councils.

EPA Contacts

- Suzanne Skadowski, Community Involvement/Public Affairs, (206) 553-6689
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- Mary Lou Soscia, Columbia River Coordinator, (503) 326-5873
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- Ann Williamson, Associate Director, Office of Environmental Assessment, (206) 553-2739 williamson.ann@epa.gov
- Mike Cox, Risk Evaluation Unit Manager, (206) 553-1597 cox.michael@epa.gov

Workgroup Communications Contacts

- Columbia Riverkeeper: Rachael Pecore (541) 399-1307,
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- Washington DOE: Joy Redfield-Wilder (509) 575-2610 (Yakima),
Communications/Press, jred461@ecy.wa.gov
- Washington DOH: _____
- Oregon DEQ: Marcia Danab, Communications, (503) 229-5247,
danab.marcia@deq.state.or.us
- Oregon Human Services, Health: _____
- Idaho DEQ: Amy Luft, Public Education, (208) 373-0478, Amy.Luft@DEQ.Idaho.gov,
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- Idaho DOH: _____

Basin Stakeholders

- Farmers, farm groups/associations (e.g. WA Cattlemen's Assoc.)
- Recreationists: wind/kitesurfers, fishers, hunters, boaters (e.g. NW Anglers)
- Industry, transportation companies, business groups
 - Columbia River Business Alliance
 - Associated Oregon Industries - John Ledger, VP and lobbyist
- Community and Environmental Groups:
 - Columbia Riverkeeper
 - Citizens for a Clean Columbia
 - Waterkeeper Alliance
 - Hanford Reach
 - Washington Toxics Coalition
 - NW Ecosystem Alliance/Conservation NW
 - Sierra Club, Lands Council
- Tribal governments: Yakama, Umatilla, Warm Springs, Nez Perce, Grand Ronde, Colville, Shoshone-Bannock (and Affiliated Tribes of NW Indians, CRITFC)
- Elected Officials: WA/ID/OR Congressional Delegation, Governors, County Commissioners, Mayors, City Councils
- State and Local Governments: ID/WA/OR Environment and Health Departments, Water Bureaus, Wastewater Treatment Agencies, Soil and Water Conservation Districts, Irrigation Districts, ID/WA/OR Agriculture Depts.
- Federal agencies: EPA, USGS, Department of Energy, Corps of Engineers, Agriculture, NOAA, Fish and Wildlife, Soil Conservation Service, Forest Service, BLM, BIA, Bureau of Reclamation

Contact Schedule for October Draft SORR Public Preview

TASK	WHO	WHEN
Finalize communication strategy and talking points. Distribute.	Suzanne Skadowski	Oct 3
Confirm SORR posted on R10 webpage. Notify Cox, MacIntyre, Williamson, Soscia to start their contacts.	Suzanne Skadowski	Oct 20
Press Notification to R10 WA, OR, ID news media	Suzanne Skadowski Mark MacIntyre	Oct 20
Notify RA – Elin Miller	Ann Williamson	Oct 20
Notify CR Toxics Working Group partners	Mike Cox Mary Lou Soscia	Oct 20
Notify State agency managers ODEQ (503) 229-6345/5317 OR Environmental Public Health (971) 673-0400 WA Ecology WA Health Dept. IDEQ ID Health Dept.	Ann Williamson Mary Lou Soscia	Oct 20-22
Notify Tribal governments (follow-up calls to Chairs and environmental directors, after sending letter w/ paper copy of draft report to both?) Yakama Nation Umatilla – Rick George, Env. Mgr. Warm Springs Nez Perce Grand Ronde Tribe - Cheryle Kennedy, Chairwoman Colville Shoshone Bannock	Ann Williamson	Oct 20
Call/Email basin business associations, Farm Bureau, Water Districts, other targeted stakeholders (see attached list)	Mike Cox Mary Lou Soscia	Oct 20-22
Teck Cominco, Bill Duncan, Bill.Duncan@teckcominco.com , 250.364.4336	Ann Williamson	Oct 20-22
BC Ministry of Environment & CRIEMP, Jolene Raggett, Jolene.Raggett@gov.bc.ca , 250.354.6356 BC Hydro, Gary Birch, gary.birch@bchydro.bc.ca , 250.365.4569 Environment Canada, Dan Millar, daniel.millar@ec.gc.ca , 604.664.9345	Ann Williamson	Oct 20-22

Contact Schedule for December/January SORR and Action Agenda Launch

TASK	WHO	WHEN
Finalize revised communication strategy/talking points (Internal EPA strategy and Working Group coordinated strategy).	Suzanne Skadowski	Dec x
Confirm final SORR and Action Agenda posted on R10 webpage. Notify Cox, MacIntyre, Williamson, Soscia so they can make their contacts.	Suzanne Skadowski	Dec x
Press Notification to R10 WA, OR, ID news media	Suzanne Skadowski Mark MacIntyre	Dec x
Notify staff offices of WA, OR, ID Federal Legislators	Deb Sherbina Suzanne Skadowski	Dec x
Notify WA, OR, ID Governors' offices:	Ann Williamson	Dec x
Notify RA – Elin Miller	Ann Williamson	Dec x
Notify CR Toxics Working Group Partners	Mike Cox Mary Lou Soscia	Dec x
Notify State agency managers ODEQ (503) 229-6345/5317 OR Environmental Public Health (971) 673-0400 WA Ecology WA Health Dept. ID EQ ID Health Dept.	Ann Williamson Mary Lou Soscia	Dec x
Notify Tribal governments (send letter w/ paper copy of Final SORR, follow-up calls to Chairs, environmental directors) Yakama Nation Umatilla Warm Springs Nez Perce Grand Ronde Tribe - Cheryle Kennedy, Chairwoman Colville Shoshone Bannock	Ann Williamson	Dec x